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INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

August 19, 1944

No. 72

AGRICULTURAL PRICE SUPPORTS On August 16 at Denver, Colorado, Solicitor Robert H. Shields, spoke at a meeting of Regional Attorneys of the WFA and the USDA about Federal Statutory Provisions Relating to Price Support for Agricultural Commodities. This is an excellent summation of the subject and is highly recommended as reference material for anyone preparing informational material on price supports. The mimeographed version of this talk contains a 7-page appendix which includes pertinent sections of price support laws. Copies are available upon request to the USDA Press Service, Washington 25, D. C.

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CROP CORPS During the week beginning August 14, there were an estimated 120 million listeners to Crop Corps messages scheduled by the Domestic Radio Bureau of OWI; 3,870,000 listened to messages about the milkweed floss program; and 1,550,000 are estimated to have listened to general food programs. The estimated listeners to Crop Corps messages represents 25 percent of the total listener impressions on all war information campaigns.

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ENGLAND'S CROP CORP is the subject of **CONSUMER TIME'S** August 26 radio program. Via pick-up from London, Consumer Time's listeners will hear a young girl member of Britain's Women's Land Army relate some of the experiences and hardships of working on the land in wartime England. A booklet will be offered to potential Women's Land Army members of this country on the hows, whys, and wherefores of joining our Women's Land Army.

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POULTRY PROSPECTS Walter C. Berger, Chief of the Feed Management Branch of the Office of Production, on August 18, addressed the Northeastern Poultry Producer's Council in New York City, warning them to plan poultry production for next year in line with feed supplies and market demand. He said, in effect, that while goals on poultry will not be set until later in the year, it looks now as though the number of layers in flocks on January 1945 should be at least 10 percent less than they were January 1, 1944.

In view of the probability that many poultrymen will reduce their flocks next year, thus lessening the number of egg cases they will need, WFA suggests that poultrymen turn in their reduced estimates for egg cases as soon as possible so that egg-case manufacturers in turn can make their requests to the War Production Board for the right amount of materials.

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FOODS ABUNDANT over most of the country this week are B and C grade eggs, peanut butter, citrus marmalade, and onions. Apples, squash, peppers, and egg plant are plentiful in the east and midwest, tomatoes in the northeast and midwest, and peaches in the northeast, midwest and west.

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SURVEY SHOWS WIDESPREAD EFFECTS OF FOOD CAMPAIGNS A survey of women in nine cities 1/ over half a million in population, conducted in early June by the Division of Program Surveys of BAE, not only shows that most of these housewives have been reached by food campaigns, but that most of them are responding, and that a large measure of the response can be attributed to the campaigns. Moreover, most of the women who know about the campaigns consider cooperation just as necessary as before the easing of rationing, which took place before the survey was made.

<u>Food Campaign</u>	<u>How many have heard of the campaign:</u>	<u>How many are doing these things:</u>	<u>How many consider continued cooperation necessary:**</u>
Fat conservation	99%	86%	96%
Food conservation	92	94	95
Victory Gardens	90	37*	90
Home Canning	89	60*	90
Buying Plentiful Foods	79	78	68

* The number of women growing gardens and doing their own canning is small because the survey includes only women in cities over half a million.

** Based on the number who knew about the campaigns.

The survey showed that 59 percent are saving more fats and 48 percent are more conserving with food because they heard of the campaigns. About 25 percent more of the women who have heard of the campaign are buying plentiful foods than the group who have not heard of it.

The survey took place in the first two weeks of June -- during the peak month for the Food Conservation campaign, long after the peak of the Victory Garden drive, several weeks before maximum emphasis on Home Canning, and of course before the Plentiful Foods campaign was organized in the broad and systematic manner in which it is being planned at present.

Government handling of the food situation was regarded "very well" by 52 percent, "fairly well" by 40 percent, and "poorly" by only 7 percent. Main reasons for favorable response were rationing (50 percent) and price control (9 percent). Main reasons given by those who consider the food job to be poorly managed are that price control is not strict enough (18 percent), and that rationing is not handled right (8 percent). Only 1 percent said that food information was inadequate or confusing.

As many as 46 percent of the women considered food to be no problem to them these days. Most frequently mentioned by the others were: prices too high (24 percent); inadequate supplies (24 percent); insufficient points (14 percent).

1/ New York, Boston, Detroit, Cincinnati, Cleveland, St. Louis, Chicago, Milwaukee, and Los Angeles.

Plentiful Foods Program. -- In this same survey, analysis of the reasons given for buying plentiful foods shows that one in five of those who heard of the campaign misunderstood its purpose and its effect on the market.

The survey should therefore spur on USDA information people as the plentiful foods program is now about to enter a new stage --- programming on a broad, systematic

basis in addition to short-run appeals to buy more of this or that commodity. Announcement of this new approach to the plentiful foods program will come soon. The cooperation of all agencies in USDA, as well as other government agencies is needed. It is important from the production standpoint because farmers will be more likely to meet future goals if they have a market for what they grow to meet the Nation's needs.

USDA RELEASES OF SPECIAL IMPORTANCE Summary of condition and progress of truck crops for processing - Aug. 1, 1944 -- 2937; 1945 State wheat goals announced -- 2944; Farm Labor Report -- 2951; WFA emphasizes "no dumping of eggs"-- 2952; WFA offers canned carrots and corn for sale -- 2959; Marine hospitals, academies, to buy set-aside foods -- 2967; Beef set-aside increased -- 2977; Meat, dairy and poultry products lead lend-lease deliveries -- 2983.

OTHER RELEASES OF AGRICULTURAL IMPORTANCE New trade point values for meats-fats-cheeses--OPA-4655; Consumers in isolated areas granted supplemental points for canned vegetables--OPA-4646; Maximum prices established for 1944 apple crop--OPA-4656; New sugar stamp (No. 33) due September 1--OPA-4635; Ceiling prices for beets and early white potatoes during next crop season announced--OPA-4677.

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FARM EMPLOYMENT is down 4 percent from a year ago according to the Department's August 14 farm labor report. This is a 16-page report which, in addition to presenting farm employment data for the U. S. and by geographic divisions, gives data as follows on the number of foreign workers employed in U. S. agriculture on August 1, 1944: Mexicans, 63,432; Jamaicans, 17,649; Bahamians, 5,757; Newfoundlanders, 1,106; Japanese evacuees, 3,023; and Barbadians, 906. Copies of the report can be obtained from BAE in Washington.

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OPA FILMS ON TAP Several slide films and moving pictures on the OPA program are available upon request to the nearest District or State OPA Information Executive. "It (price control) Can Be Done" is a 35mm. sound slide film; "Holding the Home Front Line" is another OPA slide film and is based on the Home Front Pledge; a silent film "OPA Holds the Price Line" is also available. In addition, two 16 mm. sound motion pictures have been in circulation for some time. One is called "Price Unlimited", humorously showing what might happen if wartime price control and rationing were discontinued suddenly; the other, "Black Marketing", is the story of black marketing in meat.

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DO YOU WANT TO KNOW what crops to plant now for next year? If you do listen to the Blue Network's Victory Garden program next Friday. Moore and DuMars will talk about those crops that winter over in the ground, such as spinach, parsley, leeks, and perennial green onions.

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CHESTER BOWLES, OPA Administrator, will talk about "RECONVERSION" on August 24 at 7:45 p.m., EWT, over the Blue Network.

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